



URBAN BLOOMS LAUNCHES IN BATROUN, TURNING THE CITY INTO AN OPEN-AIR GALLERY

Urban Blooms officially launched at Chez Maguy in Batroun with the unveiling of its first mural, marking the beginning of an ambitious public art initiative that will see 13 murals installed across the city.

Conceived by BeyArt and founded by Ranine El Homsy, Urban Blooms aims to transform Batroun into an open-air cultural trail where art, heritage, and community intersect.

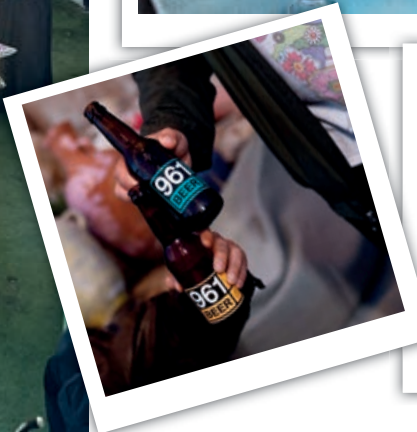
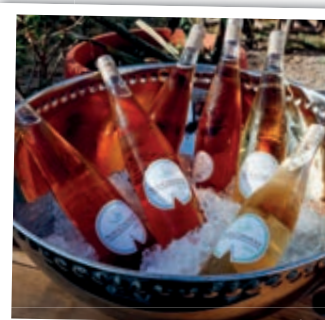
The launch event brought together

artists, designers, architects, cultural figures, media professionals, and members of Lebanon's wider creative community, all united by a shared belief in the power of public art to generate social impact and strengthen local identity.

More than a series of murals, Urban Blooms seeks to reconnect residents and visitors with Batroun's rich history through contemporary artistic expression. Each artwork will

be accompanied by a QR code linking to stories, historical insights, and artist narratives, creating an interactive cultural experience throughout the city.

With 12 additional murals set to follow, Urban Blooms is positioning Batroun as a living canvas and a model for art-driven urban regeneration in Lebanon. —G.A.



A NIGHT TO REMEMBER



Ranine El Home, Raghida Dergham and Thalia Dergham



Ghada Azzi and George Kyrillos



Nanor Der Boghossian, Nino Azzi and Ranine El Homs



Ranine El Homs and her husband Ramez Lotfi



Rayan Raidi, Mayassa Mehdi, Rima Richani, Ranine El Homs, and Mona Tarazi



MJAY and her family



Ranine El Homs and her guests



Rayane Raidi and her husband Ali Abi Nassif



Hady Beydoun and Ranine El Homs



Stephanie Hajj, Maguy Mouawess, Nanor Der Boghossian, MJAY, Ghada Azzi and Ranine El Homs



Estefan Wakim



Hoda Chatah, sister of late Mohamad Chatah surrounded with friends